



**NOTTINGHAMSHIRE
POLICE & CRIME
COMMISSIONER**

COMMISSIONER CAROLINE HENRY

Ref: 7354/21

21 October 2021

Dear

Re: Request under the Freedom of Information Act 2000 (FOIA)

Thank you for your request for information, which was received by the Nottinghamshire Office of the Police and Crime Commissioner on 14 September 2021.

INFORMATION REQUESTED

Details relating to the public survey of views on the relocation of Newark Police Station which was undertaken on behalf of Nottinghamshire OPCC. Namely:-

- Access to the full or summary report
- Methodology used to collect data
- Fieldwork dates (when responses were collected)
- Sample size and demographic breakdown of participants to the survey
- Details of who designed the research and who collected the data
- What questions were asked
- Whether the survey was conducted by a member of the Market Research Society and in line with their Code of Conduct

RESPONSE

Under S 1 (1) (a) of the Freedom of Information Act 2000 (FOIA), I can confirm that the Nottinghamshire Office of the Police and Crime Commissioner does hold the information you have requested.

Methodology and questions asked

The survey was open to all Newark and Sherwood residents and aimed to maximise reach via digital and off line engagement channels and PR activity. The survey was hosted on a PCC branded mini-site and was made available on request in hard copy format.

The survey provided respondents with headline facts relating to the decision to relocate Newark Police station and asked the following three closed questions:-

Nottinghamshire Police & Crime Commissioner

Arnot Hill House | Arnot Hill Park
Arnold | Nottingham | NG5 6LU

T 0115 844 5998

E carolinehenrypcc@nottinghamshire.pnn.police.uk



www.nottinghamshire.pcc.police.uk



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- Would you like to see closer working between Nottinghamshire Police and Newark District Council?
- Do you think that the proposed relocation of Newark Police Station will improve policing locally?
- Do you support the proposed relocation of Newark Police Station into joint facilities with Newark and Sherwood District Council?

Respondents were also invited to make any further comments via a free text response.

A total of 340,735 advertisements were served to individuals within the Newark area via a variety of social media channels, whilst the Commissioner's online video used to promote the survey was viewed 262,196 times. Social media analytics indicate that the survey reached 40,144 unique individuals residing in the NG24 1, 2, 3, and 4 postcode localities during this period.

Fieldwork dates and responses

The survey was launched on 28 June 2021 and closed on 31 July 2021. During this period, the survey received 911 responses from local residents, including both online and offline submissions.

Respondents were broadly representative in terms of gender with 54.7% stating that they were male and 45.3% stating that they were female. Survey responses by age group were also broadly reflective of the resident population¹, with the exception of the 65 and over age group, who accounted 15% of respondents compared to 27% of the area's resident population. To take account of this disparity, a specific focus group was held to ascertain and explore the views of a cohort of residents aged 65 and over. Although not statistically robust, the focus group similarly found that 12 out of 14 participants were against the relocation of Newark police station.

Who designed the research and who collected the data

The survey was designed and administered by independent consultants Millbank Creative, a company with significant proven experience of undertaking public surveys and engagement projects for Ministers, Members of Parliament and Government departments.

Compliance with the Market Research Society Code of Conduct

The survey was not undertaken by a member of the Market Research Society, however general principles of the MRS Code of Conduct were adhered to as part of the engagement exercise. This included for example:-

¹ 8.2% aged 18 to 24, 14.7% aged 25 to 34, 18.6% aged 35 to 44, 24.1% aged 45 to 54, 19.5% aged 55 to 64 and 14.9% aged 65 and over

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- Ensuring transparency as to the subject and purpose of data collection – as set out via the PCC microsite
- Ensuring that their professional activities are not used to unfairly influence views and opinions of participants – To ensure the integrity of the data collected, steps were taken to mitigate the ability for the result to be distorted by external influences. In the case of online submissions, email address and submission IP address were used to prevent duplicate submissions, whilst all off line questionnaires were included unique numbering and identifiers. Respondents were also required to provide their name, house number and postcode in order to ensure that they reside in the agreed consultation area.
- Respect the confidentiality of information collected in their professional activities – To ensure security and protect respondent confidentiality, the engagement platform was secured by SSL certification provided by a trusted UK hosting provider. Data was collected by and hosted on a secure server within the United Kingdom and the site conformed to all EU GDPR legislation, which following the end of the transition period has now been enshrined in UK law as UK GDPR. The platform also took account of minimum security standards and the guidance set out by the National Cyber Security Centre.
- Exercise independent professional judgement in the design, conduct and reporting of their professional activities – steps were taken to ensure that the survey provided a balanced and objective account of the known facts and that the risk of bias (e.g. leading questions) was minimised.

I have enclosed a copy of the consultation document and summary of key findings which I trust you will find helpful.

I would like to take this opportunity to thank you for your interest in the Nottinghamshire Office of the Police and Crime Commissioner.

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Should you have any further enquiries concerning this matter, please write or contact the Freedom of Information Officer on telephone number 0115 8445998 or e-mail carolinehenrypcc@nottinghamshire.pnn.police.uk

Yours sincerely

**Lisa Gilmour
Senior Complaints and Review Manager**

Enc

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